

IN THE CLAIMS

1. – 9. (Cancelled)

10. (Previously Presented) A method, comprising:
receiving at a client, content descriptors, which describe pieces of content available for future broadcast from a server;
generating demand data at the client indicating the relative desirability of the pieces of content described by the content descriptors; and
sending demand data feedback from the client to the server after a predetermined amount of pieces of content has been utilized since the last time demand data feedback was sent to the server and the demand data related to the utilized pieces of content has been generated for a predetermined threshold count of a plurality of pieces of content rated, the demand data feedback to indicate the relative desirability of the pieces of content available for future broadcast.

11. (Previously Presented) The method of claim 10 wherein the generation of the demand data comprises consuming previews of the pieces of content locally stored by the client, the generation of demand data responsive to the previews of the pieces of content that are consumed.

12. (Previously Presented) The method of claim 10 wherein the generation of demand data related to the pieces of content described by the content descriptors comprises receiving explicit user input regarding specific pieces of content.

13. (Previously Presented) The method of claim 10 wherein the sending of the demand data feedback to the server comprises sending demand data to the server after demand data related to a first predetermined number of pieces of content have been generated.

14. (Previously Presented) The method of claim 10 wherein the generation of the demand data related to the pieces of content comprises ranking the pieces of content.

15. (Previously Presented) The method of claim 10 wherein the generation of the demand data related to the pieces of content comprises rating the pieces of content.

16. - 31. (Cancelled)

32. (Withdrawn) An article of manufacture, comprising:
a machine-readable medium having instructions stored thereon, which if executed on a client perform operations including:
 receiving content descriptors, which describe content available for future broadcast from a server;
 generating demand data indicating the relative desirability of the content described by the content descriptors; and
 sending demand data feedback to the server after a predetermined threshold count of a plurality of pieces of content has been consumed since the last time demand data feedback was sent to the server, the demand data feedback to indicate the relative desirability of the content available for future broadcast.

33. (Withdrawn) The article of manufacture of claim 32 wherein the machine-readable medium further has instructions to consume a preview of the content described by the content descriptors, the preview being locally stored, the demand data generated in response to the preview of content that is consumed.

34. (Withdrawn) The article of manufacture of claim 32 wherein the machine-readable medium further has instructions to receive explicit user input regarding specific pieces of content, the demand data generated in response to the explicit user input.

35. (Withdrawn) The article of manufacture of claim 32 wherein the demand data is generated related to the first amount of content after demand data has been generated in connection with a first number of pieces of content.

36. (Withdrawn) The article of manufacture of claim 32 wherein generating the demand data related to the content comprises ranking the content.

37. (Withdrawn) The article of manufacture of claim 32 wherein generating the demand data related to the content comprises rating the content.

38. - 52. (Cancelled)

53. (Previously Presented) An apparatus, comprising:
a processor having circuitry to execute instructions;
a communications interface coupled to the processor, the communications interface coupled to receive communications from a server;
a storage device coupled to the processor, having instructions stored therein,
which when executed cause the apparatus to:

receive content descriptors, which describe pieces of content available for future transmission from a server;

rank or rate the pieces of content described by the content descriptors to generate demand data indicating the relative desirability of the pieces of content available for future transmission from the server; and

send demand data feedback to the server after a predetermined amount of the pieces of content has been utilized since the last time demand data feedback was sent to the server and the demand data related to the utilized pieces of content has been generated for a count of the number of pieces of content ranked or rated that exceeds a predetermined threshold number.

54. (Previously Presented) The apparatus of claim 53 wherein the apparatus is further caused to consume at least a portion of the pieces of content locally stored, the demand data generated in response to the portion of the pieces of content that is consumed.

55. (Original) The apparatus of claim 53 wherein the apparatus is further caused to receive explicit user input regarding specific pieces of content, the demand data generated in response to the explicit user input.

56. (Previously Presented) The apparatus of claim 53 wherein the demand data related to the predetermined amount of pieces of content is generated after demand data has been generated in connection with a predetermined number of pieces of content.

57. - 76. (Cancelled)

77. (Withdrawn) A system, comprising:
a server; and
one or more clients coupled to the server,
wherein the server is coupled to broadcast content descriptors, which describe pieces of content available for future transmission to the one or more clients,
wherein the one or more clients are each coupled to generate demand data indicating the relative desirability of the pieces of content described by the content descriptors,
wherein the one or more clients are each coupled to send demand data feedback to the server after a predetermined threshold count of a plurality of pieces of stored content has been unconsumed since the last time demand data feedback was sent to the server for each respective one of the clients, the demand data feedback to indicate the relative desirability of the pieces of content available for future transmission.

78. (Withdrawn) The system of claim 77 wherein each of the one or more clients are each coupled to consume previews of the pieces of content locally stored, the generation of demand data on each client responsive to the previews of the pieces of content that is consumed.

79. (Withdrawn) The system of claim 77 wherein each of the one or more clients are each coupled to receive explicit user input regarding specific pieces of content when generating the demand data.

80. - 85. (Cancelled)

86. (Previously Presented) A method comprising:
receiving at a client, content descriptors, which describe pieces of content available for future broadcast from a server;
generating demand data at the client indicating the relative desirability of the pieces of content described by the content descriptors; and
sending demand data feedback from the client to the server after the demand data related to a predetermined amount of pieces of content is generated for a predetermined threshold count of a plurality of pieces of content rated after the predetermined amount of pieces of content have been utilized, the demand data feedback to indicate the relative desirability of the pieces of content available for future broadcasts.

87. (Previously Presented) The method of claim 86, wherein the client utilizes the predetermined amount of pieces of content at a different rate than a different client.

88. (Previously Presented) The method of claim 87, wherein for a given amount of time, the client consumes more content than the other client.

89. (Previously Presented) The method of claim 10, further comprising comparing the threshold count to a count of the number of utilized pieces the demand data is related to.

90. (Previously Presented) The method of claim 89, further comprising sending the demand data when the count exceeds the threshold.

91. (Withdrawn) The article of manufacture of claim 32, further comprising instructions which, if executed on a client, perform operations including:
comparing the threshold count of a number of pieces of content consumed since the last time demand data feedback was sent to the server;
sending the demand data when the count exceeds the threshold.

92. (Previously Presented) The apparatus of claim 53, wherein the storage device has instructions stored therein which, when executed, cause the apparatus to:
compare the predetermined threshold number to the count of the number of pieces of content ranked or rated;
send demand data feedback when the count exceeds the threshold.

93. (Previously Presented) The method of claim 86, further comprising:
counting a number of utilized pieces that the demand data is related to;
comparing the threshold count to the count of the number of utilized pieces;
sending the demand data when the count of the number of utilized pieces exceeds the threshold count.